

2019 Community Engagement Conference

Partnering for a Resilient and Sustainable Future



Healthy Community Day

- **Presenters: Holly Stephens** – director, Wexner Medical Center
- **Kim Knight** – senior consultant, Wexner Medical Center
- **Lori Stewart** – senior consultant, Wexner Medical Center



THE OHIO STATE UNIVERSITY



COMMUNITY DAY

Schottenstein Center

SUNDAY, SEPTEMBER 16

Goal

Healthy Community Day

Increase access to prevention of the most pressing health needs of our community through screenings and education - access to care, chronic disease, infectious disease, obesity, infant mortality and behavioral health.

- Produce large scale event on University campus
- Partner with WBNS-10TV to expand reach
- Involve additional university colleges and departments
- Target medically underserved and OSU faculty and staff







By the Numbers

Total attendance:	850
Total number of people screened:	160
Total number of screenings completed:	1,200
Total number of volunteers:	260
Total number of exhibitors:	60

By the Numbers

Screenings

More than 17 screenings

Focused on community health needs

Included general screenings, vision, hearing, sports, BMI, diabetes

Lab service

Consultations



Sponsors

- WBNS-10TV
- The Schottenstein Center
- Adept Marketing
- Aurora Exhibits
- Cameron Mitchell Restaurants
- Crimson Cup
- Empower Bus
- Lyft
- Metro Cuisine
- University Catering



Exhibitors

Community and University

Asian American Community Services

Big Brothers/ Big Sisters

CelebrateONE

Central Ohio Transit Authority

Chalmers P. Wylie VA Ambulatory Care Center

Columbus Early Learning Centers

Franklin County Public Health

HandsOn Central Ohio

Hope Recovery

Lifecare Alliance & Central Ohio Diabetes Association

Lower Lights/ Jubilee Café

Nationwide Children's Hospital- FACES program

Ohio Commission on Minority Health

Physician Care Connection

Reynoldsburg Youth Human Trafficking Coalition

Salvation Army- Central Ohio Rescue and Restore Coalition

The Addict's Parents United- TAP United

Buckeye Wellness

Center for Cancer Health Equity-James

Moms 2B

OSUWMC Assistive Technology Center for OP rehab

OSU CTTS

Department of Endocrinology

OSUWMC Free Clinics

OSU Hands free CPR training Team

OSUWMC Harding

OSUWMC Neurological Institute

OSU College of Optometry

OSU College of Pharmacy

OSU School of Health and Rehabilitation Sciences

OSUWMC Smoking Cessation Research Study

OSUWMC STAR Trauma Recovery Center

OSUWMC Stress and Health Lab

OSU College of Veterinary Medicine



Promotion

- 10TV media sponsorship 617,000 households reached average of 3.2 times
- Digital ads 500,000 impressions
- Facebook ads 65,797 impressions
- Columbus Dispatch ads 110,108 daily/166,788 Sunday circulation
- Columbus African American News Journal ad 40,000 circulation

Media Coverage

Event coverage included:

Television channels 4, 6 and 10

The Lantern



Targeting the Underserved

Marketing

- Distributed fliers to settlement houses
- PACT promotion via social media and e-newsletter
- Letters to area churches
- Franklin County Public Health distributed fliers
- EmpowerBus and COTA promoted event to their customers

Targeting the Underserved

Transportation

EmpowerBus provided transportation to and from the following organizations

- CRIS Ohio and US Together (43229)
- St. Stephens (43219)
- Huckleberry House and Star House (43201)
- Jewish Family Services (43209)
- Church and Community Development for All People (43206)
- Reeb Center (43207)

COTA Line 1 –Schottenstein Center stop every 15 minutes

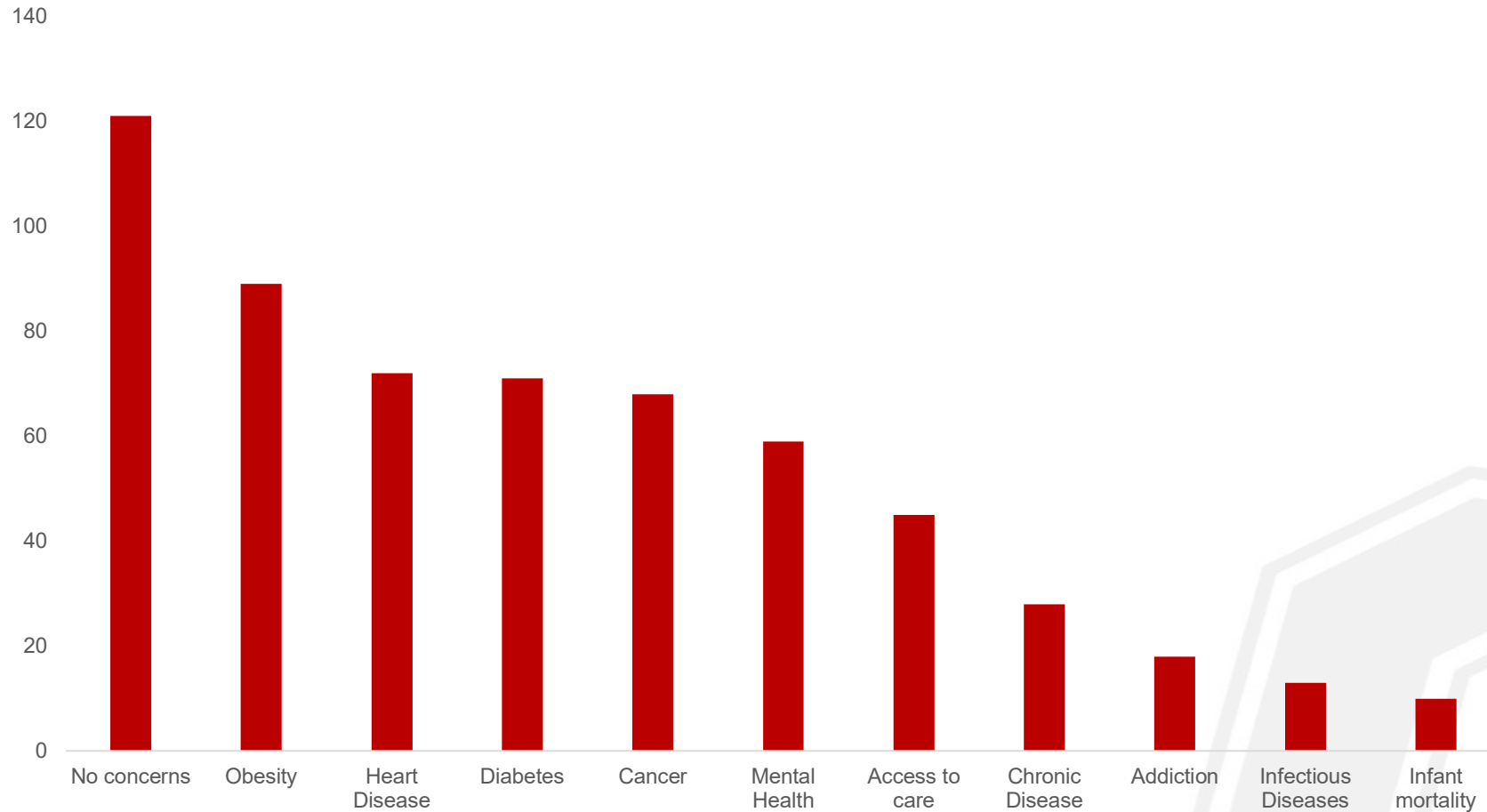
Lyft – Offered riders discounted rate



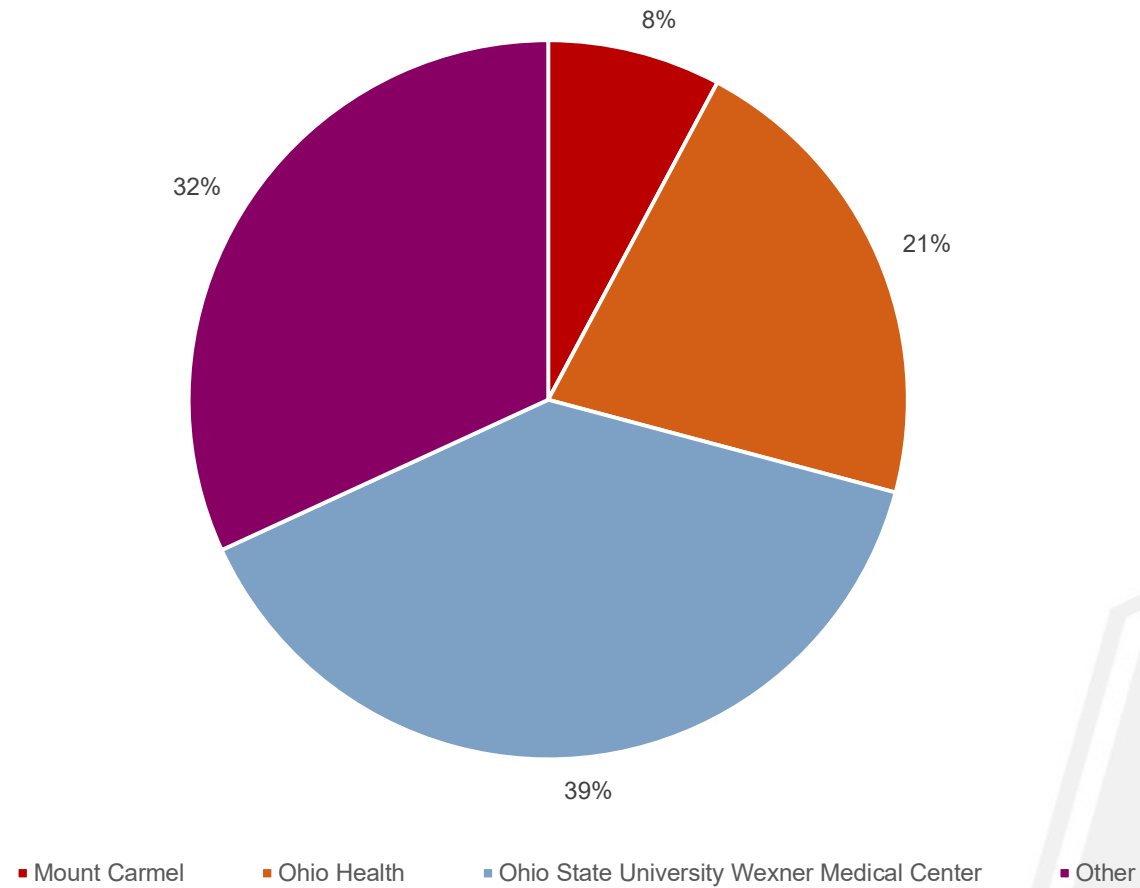
Top zip codes

Top 10 zip codes	# of attendees	Target zip code
43201	16	x
43235	15	x
43230	11	
43224	11	x
43229	11	x
43228	10	x
43221	10	
43209	10	
43035	9	
43065	8	

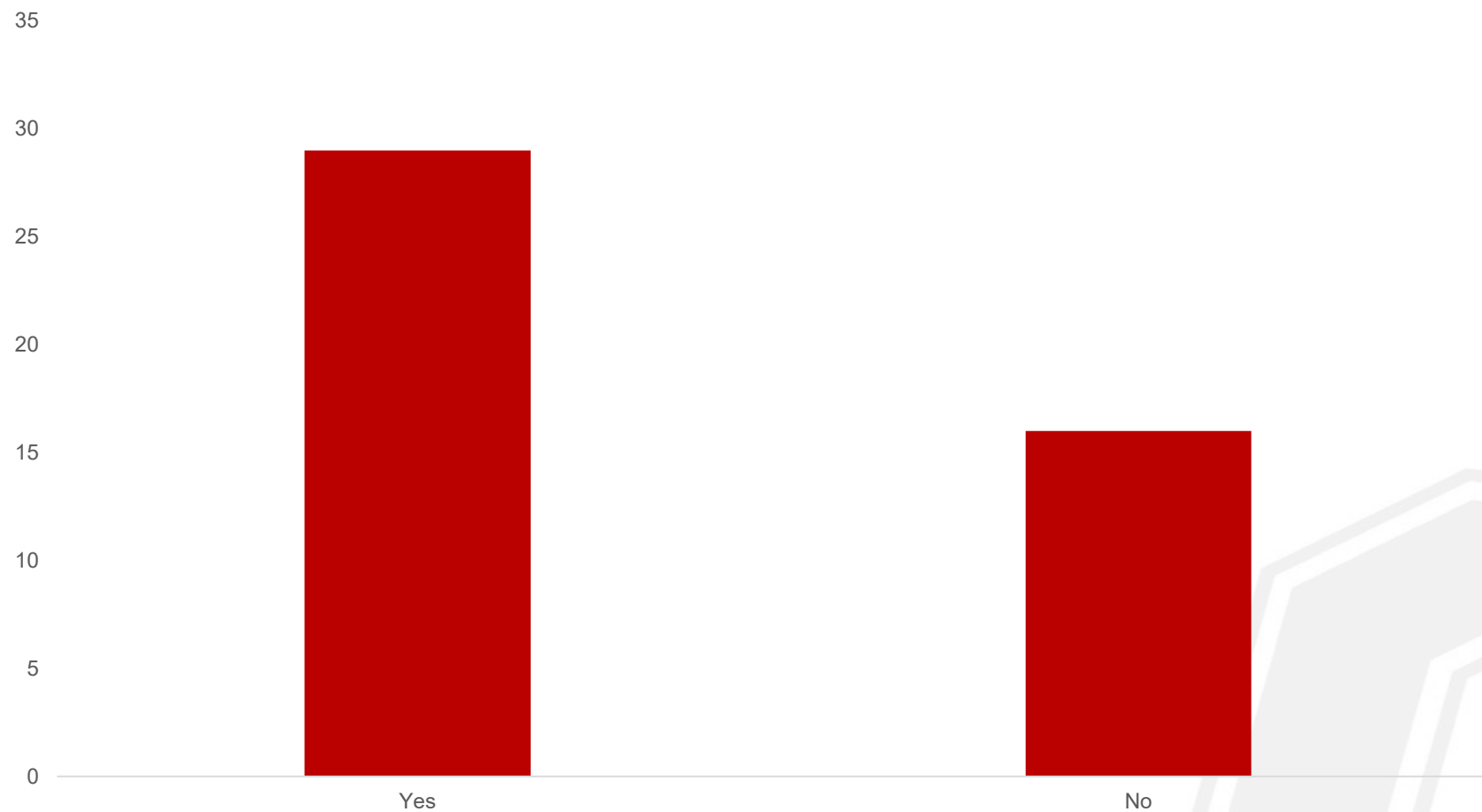
Which health issues are you or your family concerned with?



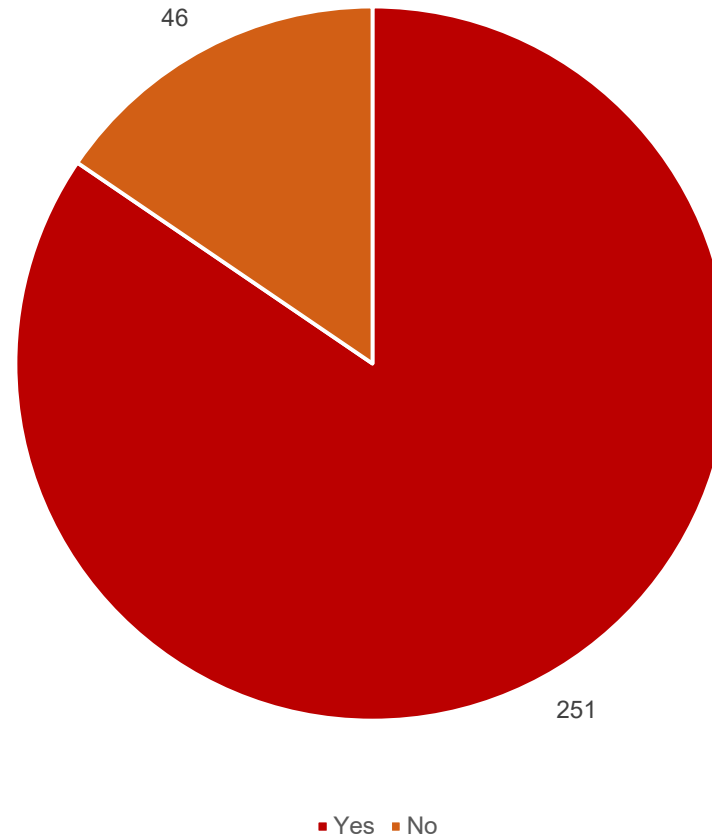
What health care system provider do you use for your health and wellness needs?



Do you currently have a primary care physician?



After attending this event, do you plan on making positive changes to your health?



Questions?

